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Up to date contents

Businesses now publish information across websites, platforms, video, social media, messaging, email systems, and printed collateral. The more channels you use, the harder it becomes to keep information consistent.

When you enter the Chinese market, keeping public information accurate matters even more — because some international channels are not available and Chinese partners will rely heavily on what they can access.



Foundation Being seen in China articles

Discovery Being found in China article

Execution Start trading in China articles

Focus: content governance

Audience: overseas businesses

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Why this matters

Keeping product, service, and business information up to date sounds obvious. In practice, many companies struggle because the number of platforms and channels has expanded — and each platform creates more content to maintain.

Practical takeaway: Treat “public business information” as an asset. Decide which channels matter for China, assign ownership, and build time into your China plan for ongoing updates.

Where your business information is published

Many businesses publish content across a wide range of channels, for example:

- **Your website and e-commerce**
- **Business platforms** (e.g., LinkedIn)
- **Video and social media** (e.g., YouTube, Facebook)
- **Messaging services** (e.g., WhatsApp)
- **Email platforms** (e.g., Gmail, AWS SES, etc.)
- **Third-party e-commerce** (e.g., Amazon, eBay)
- **Supporting media** (brochures, business cards, etc.)

Why this becomes difficult

The challenge is not only updating one website page — it’s keeping the same story consistent across many places.

- Different teams update different platforms.
- Old PDFs and brochures continue to circulate.
- Messaging and social platforms spread information quickly, including outdated information.
- Product and service changes happen faster than content updates.

China makes the “content problem” bigger

When considering China, it is essential to review your public information — online and printed — because:

- International social media and messaging platforms are not available in mainland China.
- Chinese businesses often review your online presence before and after meetings.
- Your content becomes a reference point for internal sharing (bosses, colleagues, procurement teams).
- Where government funding is involved, business information may be checked by multiple parties.



Quick checklist

Use this checklist to reduce content drift across platforms.

- Have you listed every platform where your business information appears?
- Is there a single “source of truth” (master content) for products and services?
- Who owns updates — management, marketing, sales, or product?
- Are China-specific channels (e.g., WeChat) included in your update process?
- Are old PDFs, brochures, and business cards retired when information changes?
- Are pages dated and reviewed on a schedule?

Note: A new China platform solves access problems, but increases your update workload. Plan resources accordingly.

Need help?

If you want help designing a China-ready content plan and upgrade workflow, contact support@accesstochina.com

Important: In high-value projects, information checks can extend beyond the buyer. For large organisations and government-linked projects, business details may be verified through multiple authorities.

Do you need a new platform for China?

Often, yes. A practical starting point is **WeChat**.

- A personal WeChat account can support messaging (roughly comparable to WhatsApp).
- A business WeChat account can link to your website and act like a web app inside WeChat.

The key trade-off is that each additional platform creates more content that needs to be maintained.

What information should you take into China?

Ask this question early. Your public content helps Chinese partners understand your business — especially when:

- Business is conducted in a second language and misunderstandings are common.
- Your product or service is new to the market.
- Trust needs to be established before formal agreements.

Access to China recommendations

- **Choose channels:** decide which platforms will carry your public business information for China (at minimum, set up a WeChat account).
- **Assign ownership:** define who is responsible for keeping content current.
- **Plan update time:** include ongoing content updates in your China plan (not just a one-time launch).
- **Make business owners responsible:** management should own the content; IT supports design and implementation.

Practical takeaway: Dating your web pages helps search engines. If your content is kept up to date, search engines will prefer it.

 Test a web page from China

 Download "Up to update site contents" paper (PDF)

Access to China — keep business information up to date across platforms, especially when entering China.

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